

navigating *the* * **battleground**

Friday, April 5th, 2024

Views of Taxes in the
Battleground



IMPACT
RESEARCH

Methodology



Impact Research conducted a survey of N=1500 likely 2024 general election voters in 61 battleground congressional districts.



100% of interviews were conducted by text-to-web.



Interviews were conducted between March 14-March 21, 2024.



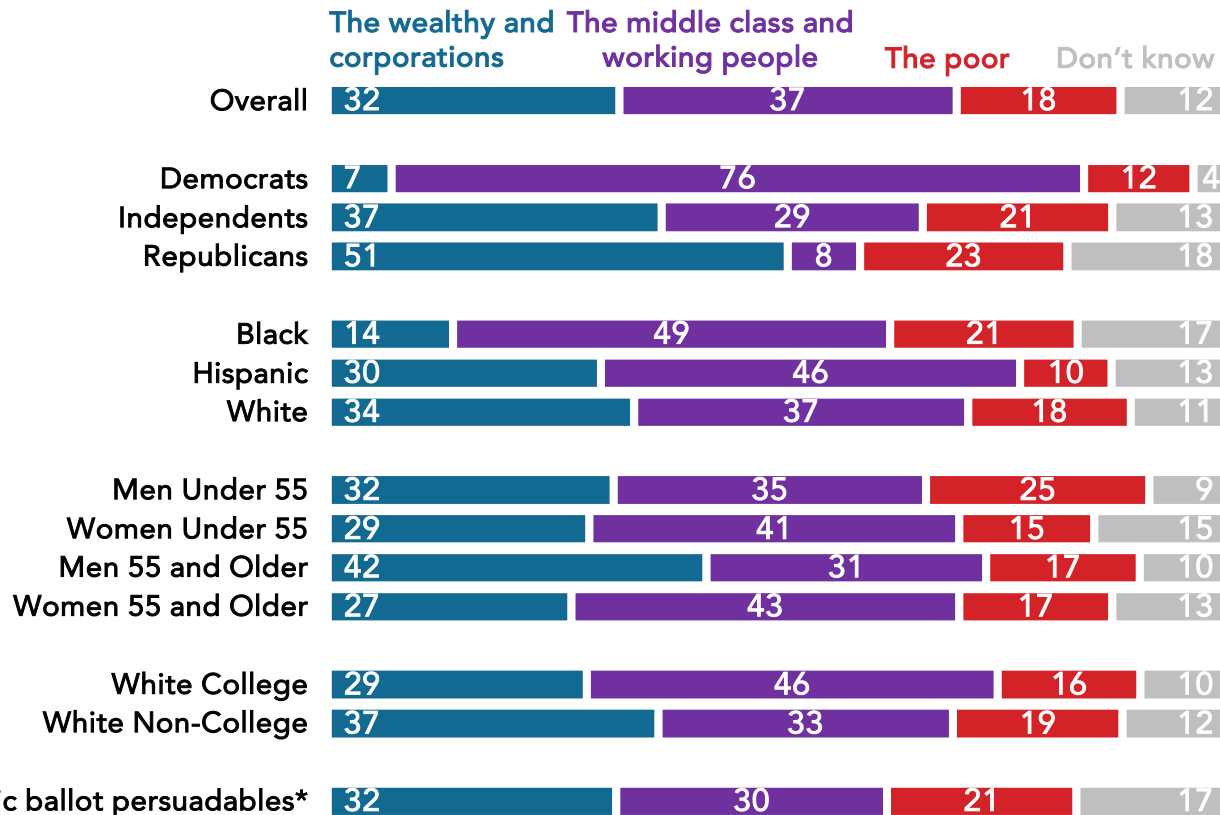
The margin of error for a sample of this size is +/- 2.5 percentage points at the 95% level of confidence. The margin of error for subgroups varies and is higher.

Key Takeaways

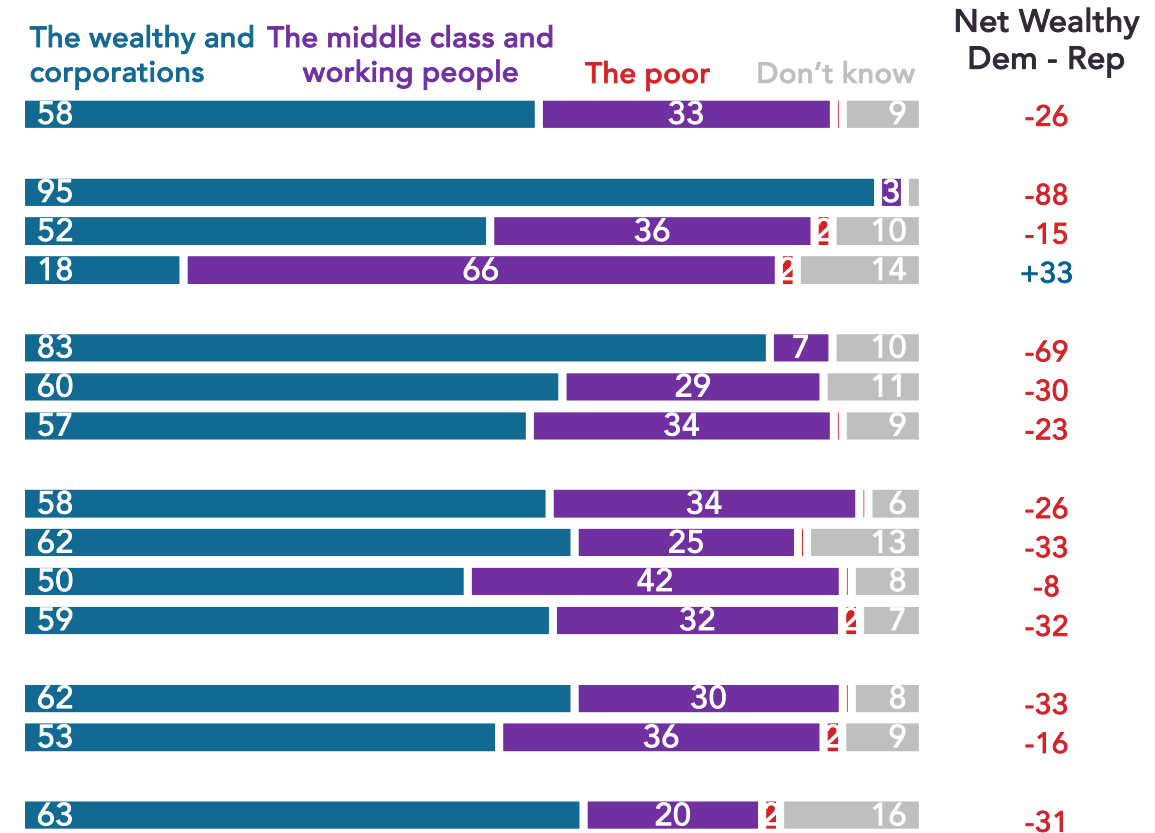
- **Nearly three in five battleground constituents think Republican tax policies most favor the wealthy and corporations.** A narrow plurality think Democratic tax policies favor the middle class.
- **A plurality think the wealthy and corporations are paying less in taxes than they did five years ago.** At the same time, nearly three in four think the middle class and working people are paying more in taxes than five years ago.
- **While at least seven in ten support both “raising taxes” on and “closing tax loopholes” for billionaires and big corporations, “closing tax loopholes” earns greater support.** Additionally, tax policies focused on addressing bad actions by corporations, such as outsourcing jobs, polluting, and evading paying their taxes, are overwhelmingly popular.
- **While battleground constituents are initially split on making the Trump tax cuts permanent, it becomes deeply unpopular when constituents are reminded about who benefits.** Nearly three in five oppose making the cuts permanent after learning about how much the wealthy and big corporations benefit, including a majority who “strongly” oppose it.

A Majority of Battleground Constituents Think Republican Tax Policies Most Favor the Wealthy and Corporations

From what you know, do **Democratic** tax policies most favor:



From what you know, do **Republican** tax policies most favor:

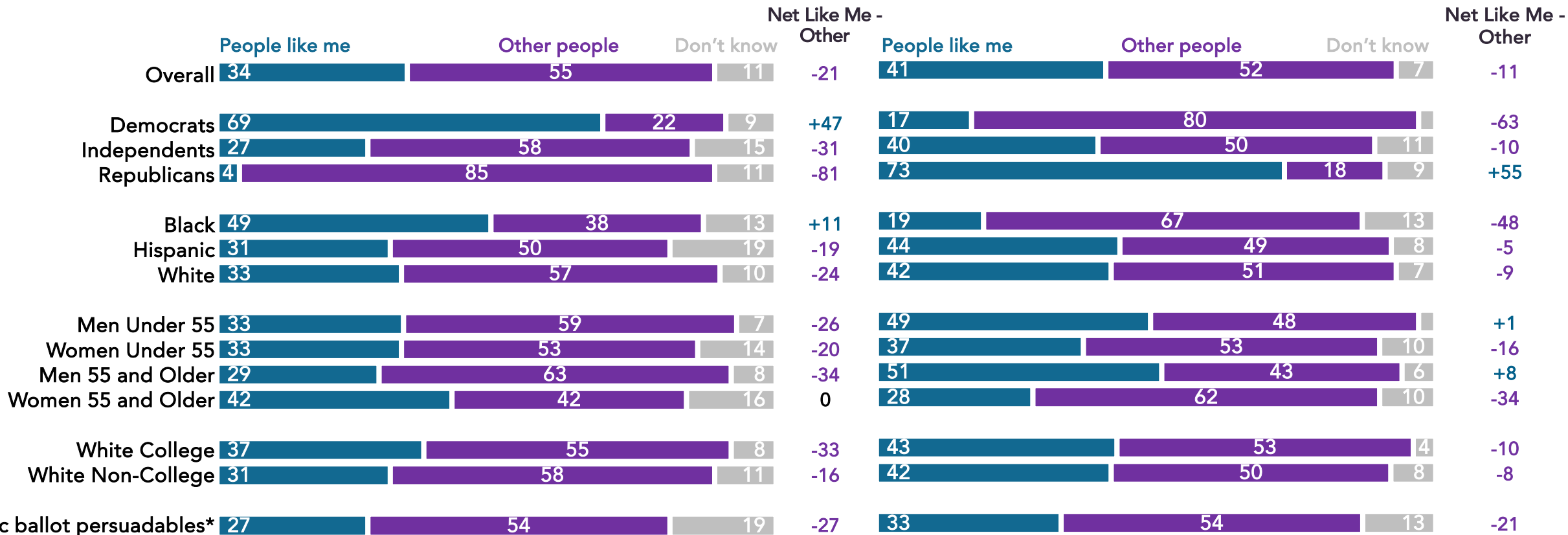


Nationwide survey of 1,500 likely 2024 general election voters across 61 battleground districts conducted March 14-21, 2024.
 **Generic ballot persuadables* are those who did not choose a Democratic or Republican candidate on who they would likely support for Congress in the 2024 election.
 For more info, visit navigatorresearch.org/battleground.

Both Democrats and Republicans Viewed as Prioritizing “Other People” With Their Tax Policies

From what you know, do **Democratic** tax policies most favor:

From what you know, do **Republican** tax policies most favor:

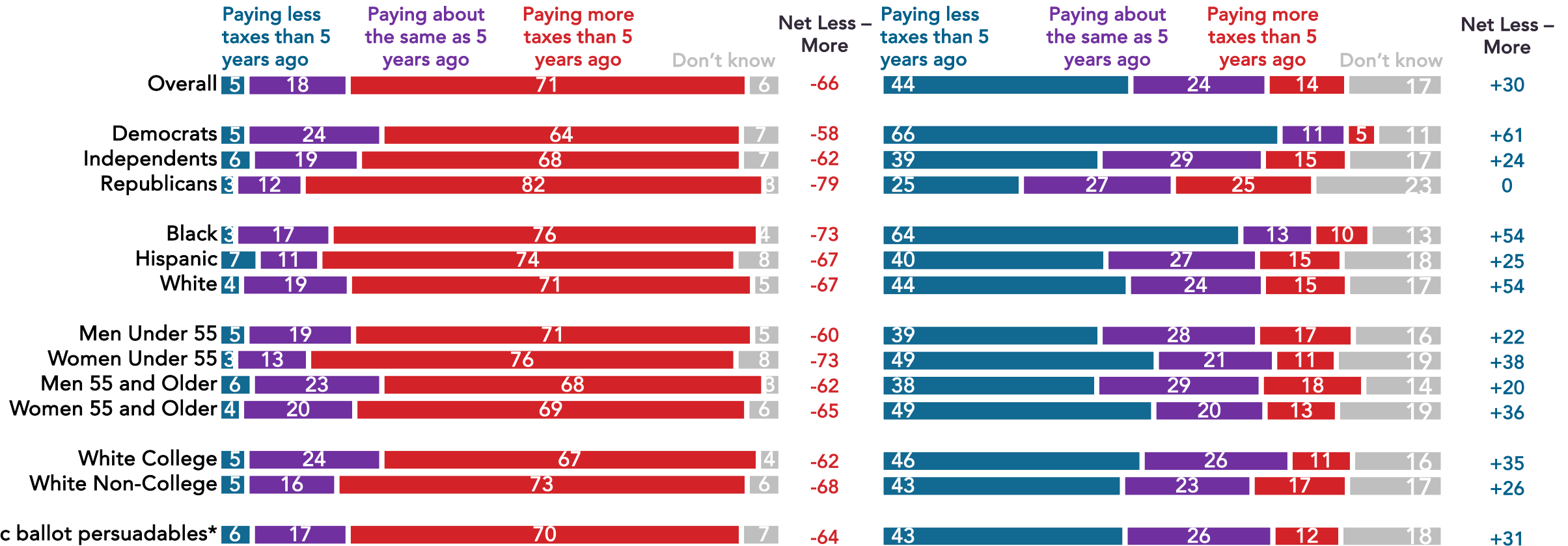


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A Plurality Thinks the Wealthy Are Paying Less in Taxes Than 5 Years Ago, and a Majority Thinks the Middle Class Is Paying More

Would you say that the middle class and working people are:

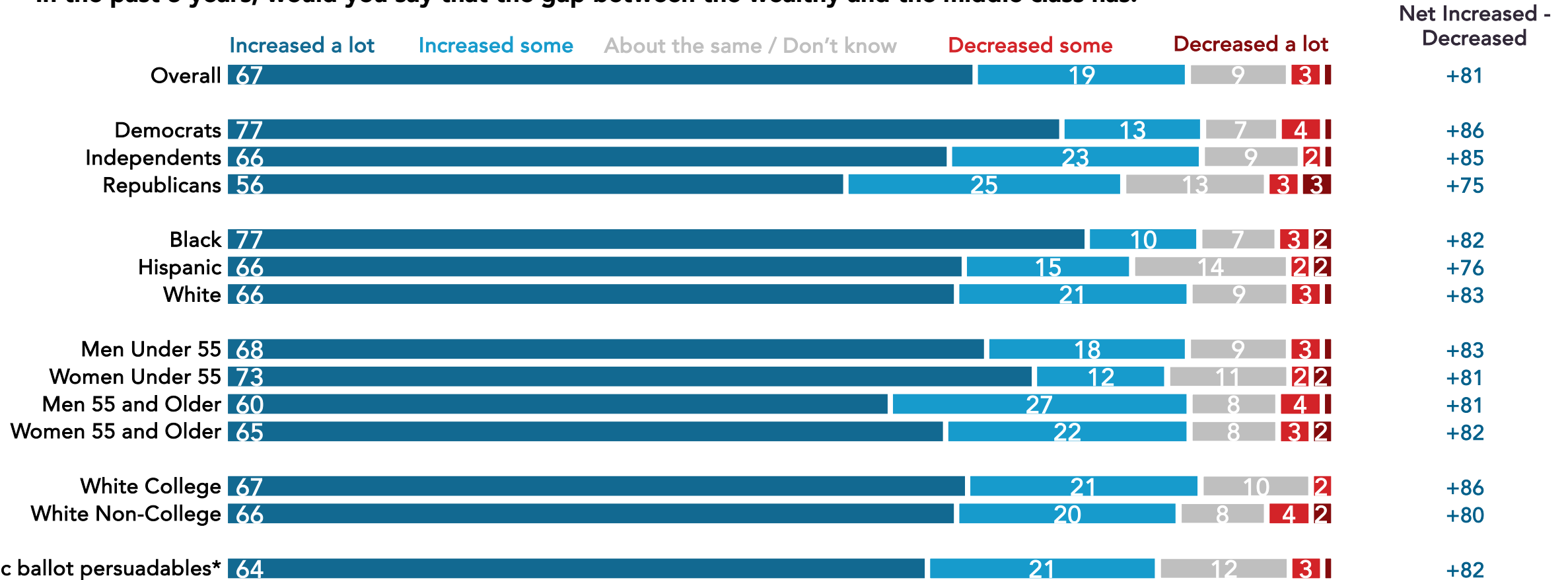
Would you say that the wealthy and corporations are:



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Across Partisanship and Demographics, Large Majorities Think the Gap Between the Wealthy and Middle Class Has Grown a Lot

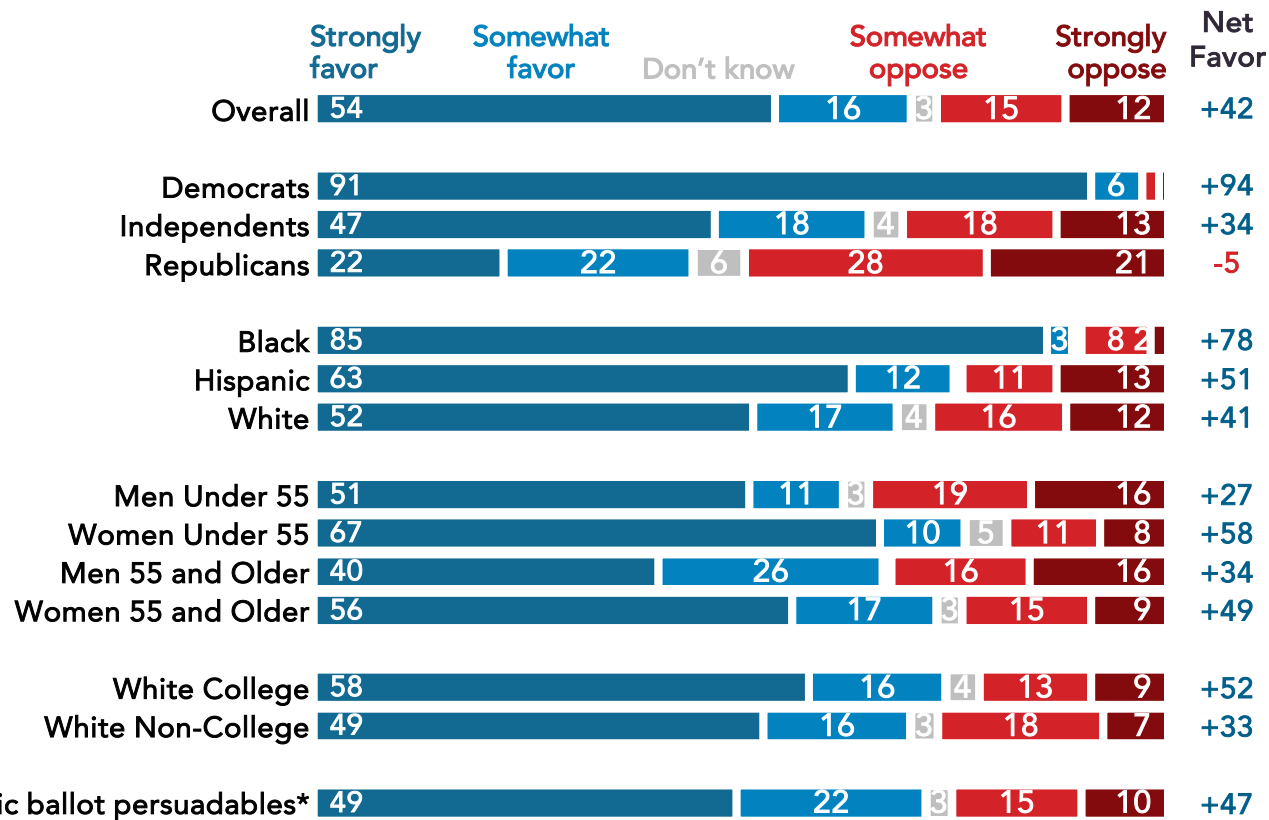
In the past 5 years, would you say that the gap between the wealthy and the middle class has:



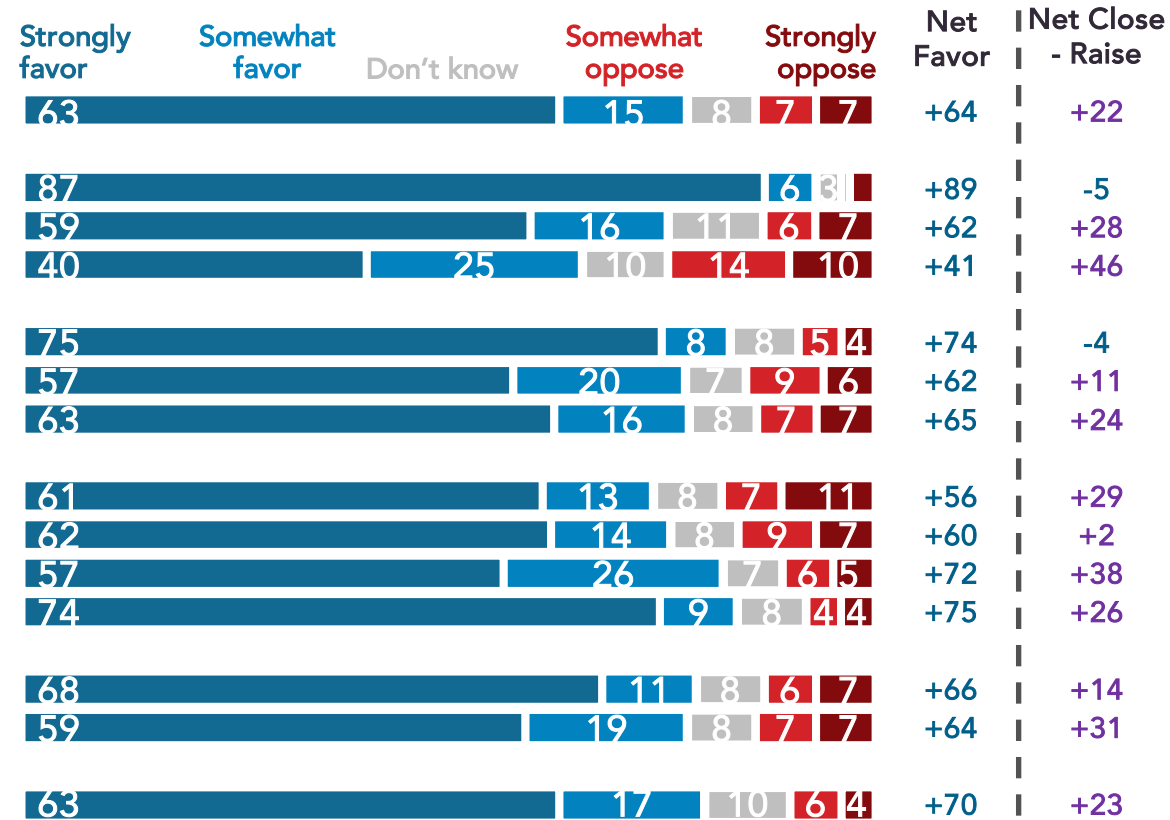
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Majorities “Strongly” Favor Closing Tax Loopholes and Raising Taxes on Billionaires and Big Corporations

Do you favor or oppose **raising taxes** on billionaires and big corporations?



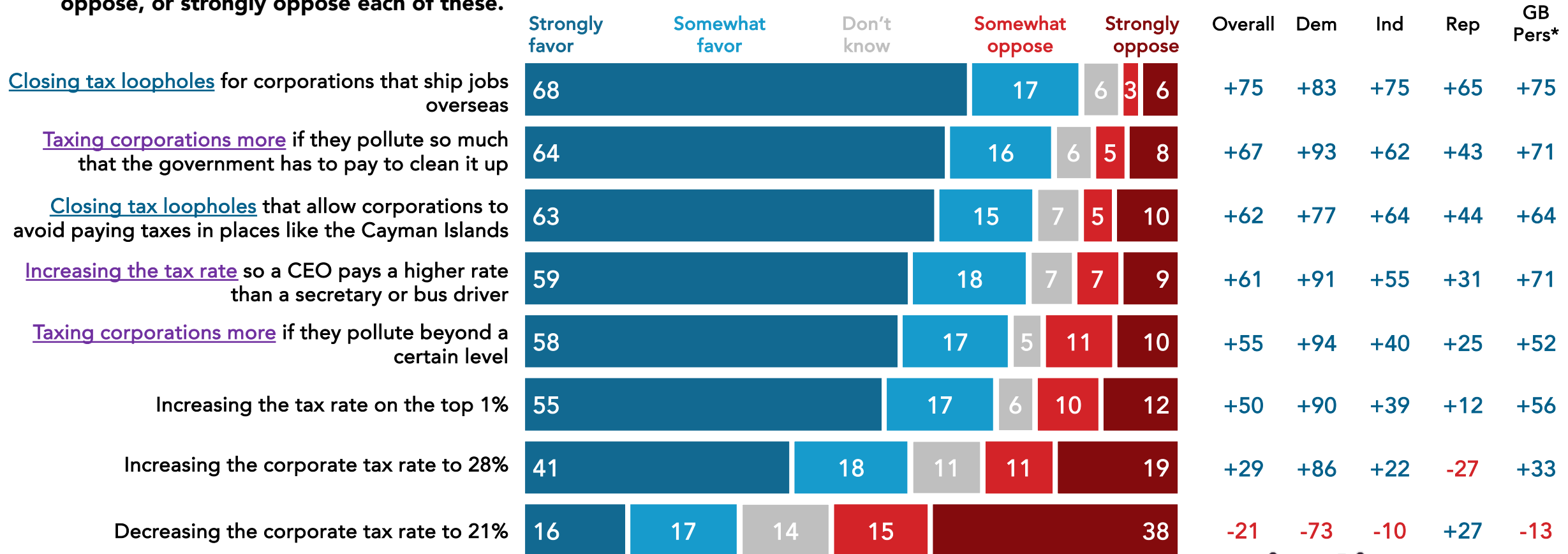
Do you favor or oppose **closing tax loopholes** for billionaires and big corporations?



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Battleground Constituents Support a Range of Tax Policies Requiring the Wealthy to Pay Their Fair Share

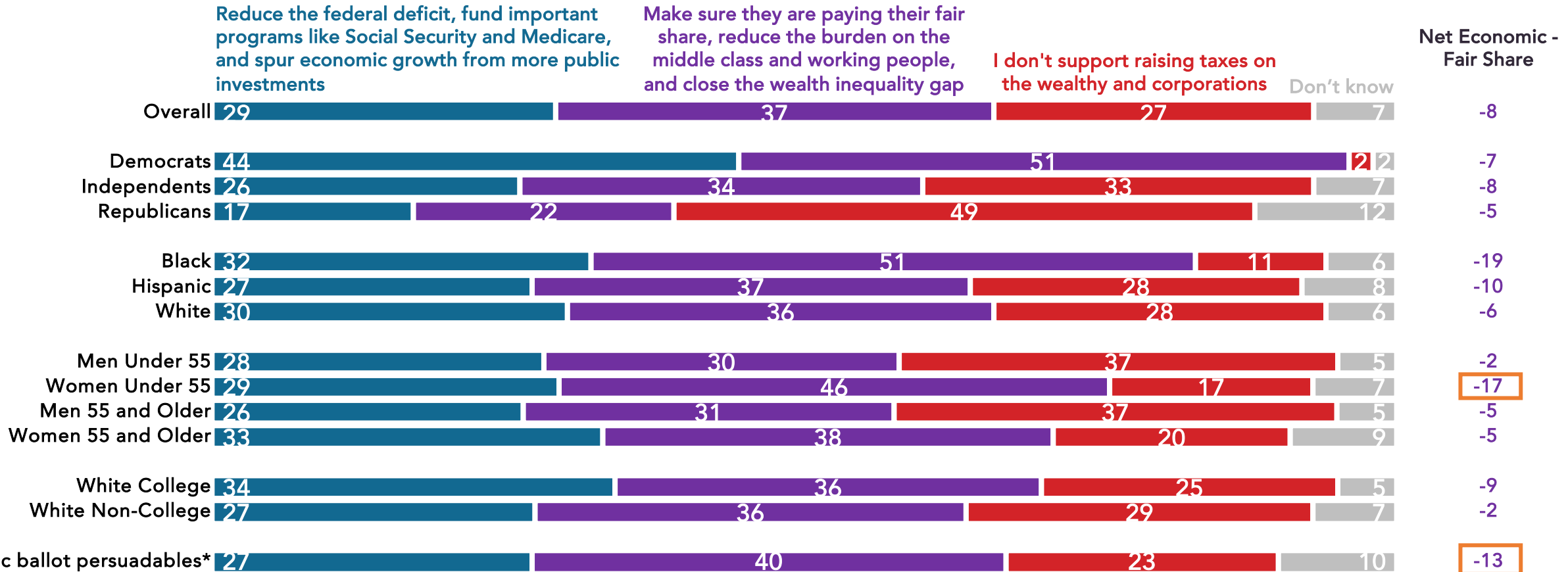
Here are some tax policies the U.S. Congress is considering. Please indicate whether you strongly support, somewhat support, somewhat oppose, or strongly oppose each of these.



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Making the Wealthy Pay Their Fair Share Narrowly Seen as Best Reason to Raise Taxes on the Wealthy and Corporations

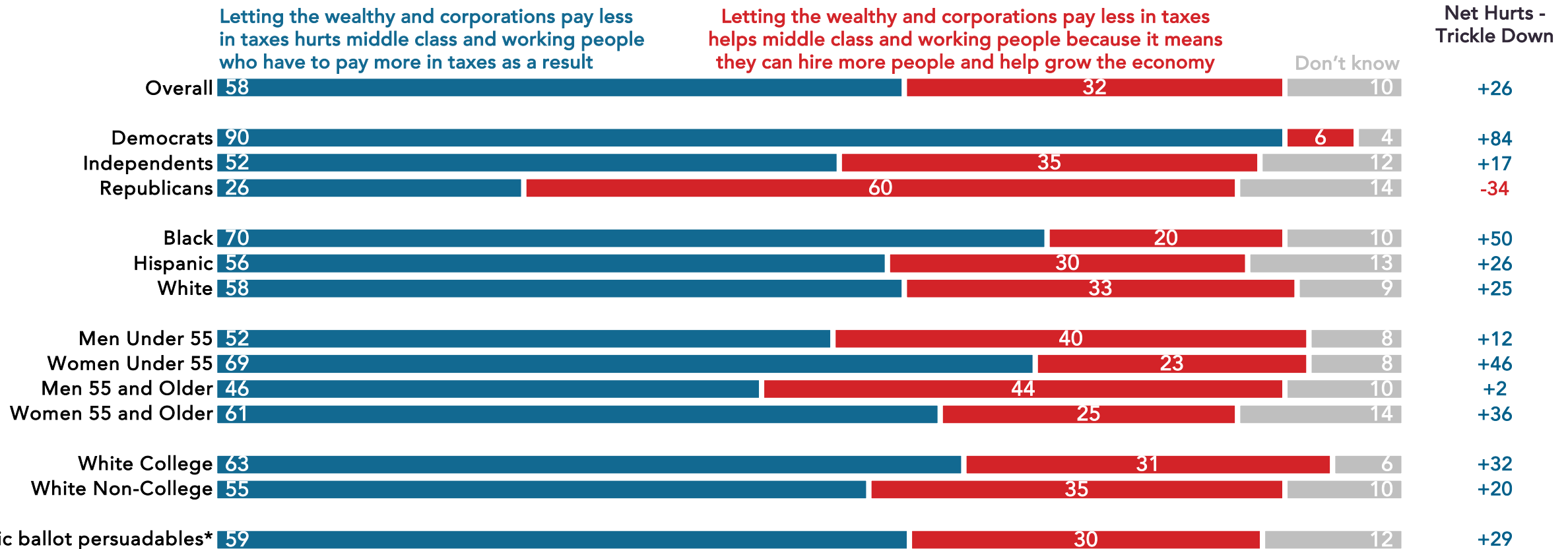
Which of the following is the best reason to support raising taxes on the wealthy and corporations?



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By 26 Points, Constituents Think Keeping Taxes Low for the Wealthy and Corporations Hurts the Middle Class More Than It Helps Them

Which of the following statements comes closer to your view?



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A Plurality of Constituents Agree More That Cutting Taxes on the Rich Would Be Bad for the Middle Class

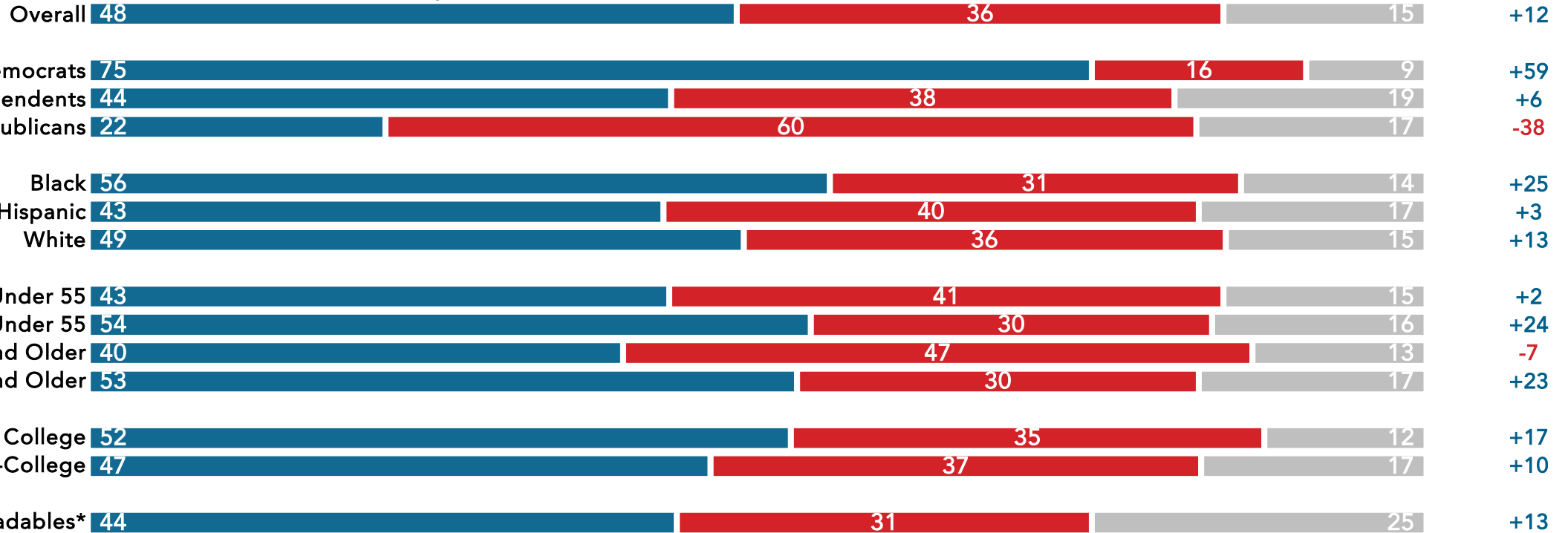
Which of the following statements comes closer to your view?

Cutting taxes on the wealthy and corporations will hurt the middle class and working people because the government will have to cut funding for things like education and health care to pay for it

Cutting taxes on the wealthy and corporations stimulate the economy because corporations will invest the savings in more growth and more hiring

Don't know

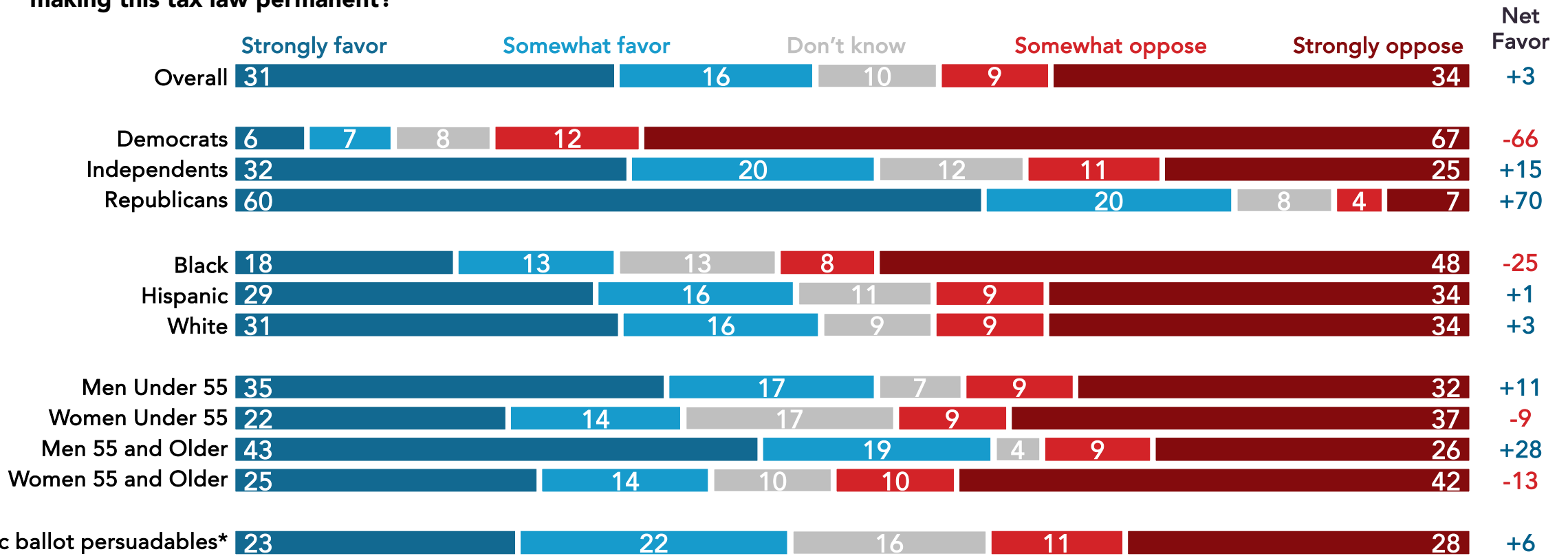
Net Hurts - Trickle Down



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A Narrow Plurality of Battleground Constituents Initially Favor Making the Trump Tax Cuts Permanent

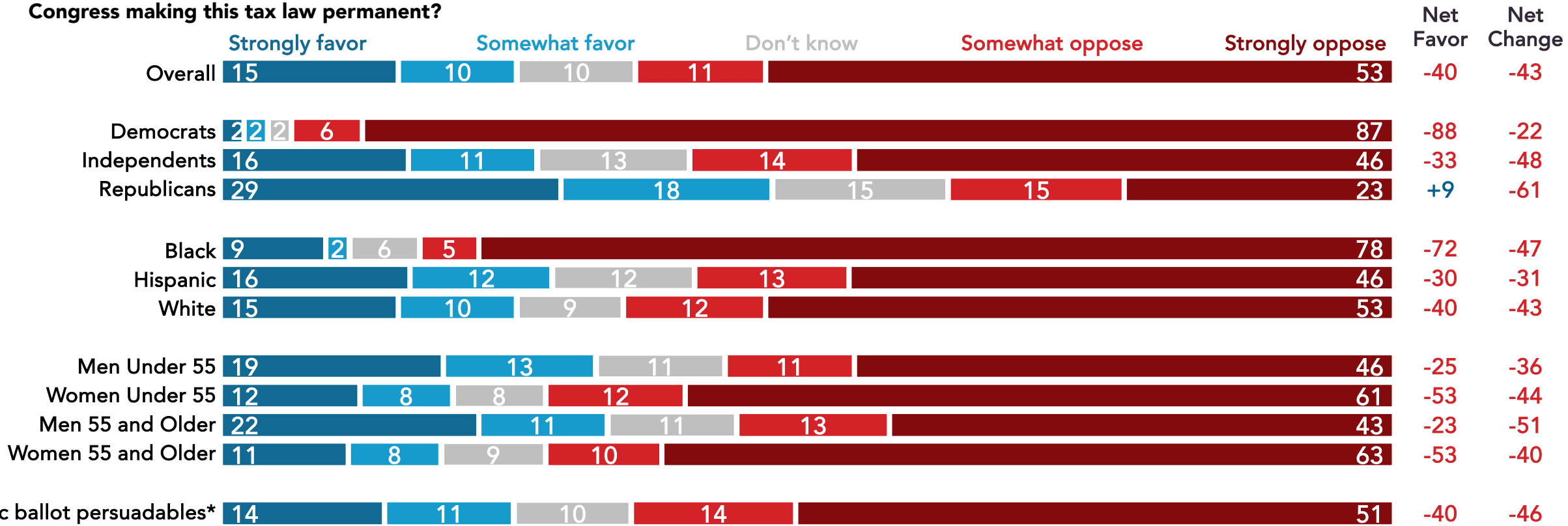
As you may know, in 2017 President Trump and Republicans in Congress passed a law that cut taxes on individuals and corporations. These tax cuts are set to expire in 2025 unless Congress votes to make them permanent. From what you know, do you favor or oppose Congress making this tax law permanent?



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But Once They are Given More Information on the Trump Tax Cuts, A Majority Strongly Oppose Making Them Permanent

The tax law that Republicans in Congress passed in 2017 benefited the wealthy and corporations, with them receiving 83% of the benefits while taxes went up on the middle class and working people. Extending the tax cuts would add \$3.5 trillion to the deficit, give wealthy foreign investors a tax break of over \$24 billion in just one year, and allow 55 large corporations to pay zero dollars in federal income taxes. After more information, do you favor or oppose Congress making this tax law permanent?



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Appendix: Congressional Districts Included In Sample

Dem Lawmakers			Rep Lawmakers – Biden		Rep Lawmakers – Trump	
AK-01	MN-02	OH-13	AZ-01	NY-17	CA-41	TX-15
CA-49	NC-01	OR-06	AZ-06	NY-19	CO-03	WI-01
CO-08	NC-13	PA-07	CA-13	NY-22	FL-07	WI-03
CT-05	NH-01	PA-08	CA-22	OR-05	FL-13	
IL-13	NM-02	PA-17	CA-27	PA-01	FL-27	
IL-17	NV-03	VA-07	CA-40	VA-02	IA-01	
IN-01	NV-04	WA-03	CA-45		IA-02	
KS-03	NY-03	WA-08	NE-02		IA-03	
ME-02	NY-18		NJ-07		MI-10	
MI-03	OH-01		NY-01		MT-01	
MI-08	OH-09		NY-04		NY-02	

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About Navigator and Navigating the Battleground

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. **Navigator** is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. **Navigating the Battleground** is a project designed to understand messaging nuances in different types of battleground geographies, led by pollsters from Impact Research along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Impact Research conducted public opinion surveys among a sample of 1,500 likely 2024 general election voters from March 14-21, 2024. The survey was conducted by text-to-web (100 percent). Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the 61 congressional districts included in the sample across a variety of demographic variables. The margin of error for the full sample at the 95 percent level of confidence is +/- 2.5 percentage points. The margin for error for subgroups varies and is higher.

For Press inquiries contact:

press@navigatorresearch.org

To learn more about Navigator
or Navigating the
Battleground:

<http://navigatorresearch.org>

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